It’s time for NFC

NFC Workshops, Training and Consulting Guide
Secure your NFC future, with Gemalto

As the global market leader for NFC, with more experience than any other provider, Gemalto is uniquely positioned to guide you through the planning and delivery of commercial NFC deployments. Ranging from interactive workshops to strategic consulting services, we provide support for all NFC stakeholders in your organization – ensuring you have the knowledge and expertise to successfully launch NFC.

Service Definitions

**Marketing Briefing**
- Interactive face-to-face meeting to provide the information you need to shape your launch strategy and successfully deploy NFC

**Use-cases Workshops**
- Customized face-to-face meetings performed by Gemalto experts to deliver off-the-shelf slide deck on NFC use-cases opportunities

**Consulting**
- Long-term analysis mission of a context with view to provide recommendations for next steps
- Business, strategy or technically focused

**Training**
- Usually face-to-face delivery of knowledge or skills from trainer to trainees
How can Gemalto support you?

Marketing Briefing
NFC Key Learnings around the world

Use-cases Workshops
- **NFC Payment**
  “Explore the potential of NFC Payment”
- **The power and potential of NFC**
  “NFC beyond payment: what else?”

Consulting
End User Journey Audit
“How to increase end user adoption?” Other consulting offers available (strategy, business or technically focused)

Training
- **Discover and Master NFC**
  - NFC Ecosystem
  - Global Platform for NFC SIM
  - Understanding Payment for Mobile NFC
  - Understanding MIFARE for NFC
- **Deploy NFC**
  - Defining and Validating your SIM for NFC
  - NFC Device Testing & Validation
  - NFC Service Testing and Validation
  - Developing NFC Services
- **Launch NFC**
  - NFC Services essential for Point-of-Sale
  - NFC Services for Customer Care Support
- **Administratate NFC**
  - TSM Solution Usage and Administration
  - TSM Solution Web Service Development
Marketing Briefings, Workshop and Consulting
NFC key learnings around the world

How to successfully launch NFC?
“Insights from first launches”

- **Time:** ½ day
- **Description:** 3h brief of interactive presentations on NFC current deployment overview and lessons learnt.
- **Target audience:** Executive and Operational Marketing, Strategy, Innovation, operational and middle management

Round the world NFC launches • 2h
- Insights from first launches (Japan, Korea, US, France, Turkey)
- Insights from Successes and hurdles

What to monitor for a successful launch? • 1h
- Create the optimum conditions to attract Banks and Service Providers to reach a critical mass
- Design rich use-cases and create a superior experience to attract end-users
- Define your deployment strategy to reach a critical mass

Creating the conditions for success • 1h
- How can Gemalto support you?
Use -cases Workshops

**NFC Payment**
“Explore the potential of NFC Payment”

- **Time:** 1 day
- **Description:** Intended to explore the potential of NFC payment business for MNO and Bank perspectives. Learn about EMV certified secure element and best scenarios for success. Know about other payment alternatives to design and drive user adoption. Includes an interactive discussion to fit your expectations and match your business needs.
- **Target audience:** Executive and operational marketing

[$191 billion mobile NFC payments in 2017](#)

**The power and potential of NFC**
“NFC beyond payment : what else ?”

- **Time:** 1 day
- **Description:** The market is gaining momentum around NFC mobile payment and transport, but various new use-cases are still to come. Share with the Gemalto Innovation cell what we foresee for NFC, and let’s build together your next NFC killer-application.
- **Target audience:** Executive and Operational Marketing, Strategy and Innovation.
Why Mobile NFC in Retail?
“A technology at the crossroads of consumer trends”

> Time: 1 day

> Description: Brief of interactive presentations on retail market trends, NFC value for retailers and examples of pilots and experiences around the world.

> Target audience: Executive and Operational Marketing, Strategy and Innovation

How to increase end-user adoption?
“Design a superior experience to attract end-users”

> Time: 1 day

> Description: Creative workshop and collaborative activities. Working with consumer to align, to generate new and innovative ideas to create an unique experience and engage consumer with NFC usage. The output of this workshop is a set of actionable materials that can ensure alignment, create disruptive innovation, or formalize scope and drive consensus.

> Target audience: Executive Marketing.
Consulting workshops

END USER JOURNEY AUDIT
“How to increase end-user adoption?”

> **Time:** 2 months mission

> **Description:** With NFC, there is a large opportunity for bringing new enabled services to MNOs users. The first NFC user experience is critical to jump into large scale consumer adoption. To make the jump, we need to find the best way to deliver NFC to the consumer.

- To analyze a first end-user journey audit that helps to better prepare NFC products for the market
- Giving the insights and know-how with greater awareness of NFC end-user experience behaviors from end-user NFC journey in other countries
- Define best practices and action points to increase reach and adoption.

> **Target audience:** Executive and operational marketing

Other consulting offers available (strategy, business or technically focused)
Training Offer

Discuss with one of our Training Services Consultants to get an offer fully customized to your needs!
Discover and Master NFC
“Get your Teams up to speed – Create an NFC Culture”

<table>
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<tr>
<th>Course Title</th>
<th>Time</th>
<th>Description</th>
<th>Target audience</th>
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| Discover NFC Ecosystem                | 2 days | > Time: 2 days  
> Description: THE Foundation training providing common understanding of NFC concepts, vocabulary, use cases & actors, including focus on NFC infrastructure elements: TSM, SIM Secure Element, Handset, POS, and their interaction  
> Target audience: All people involved directly or indirectly with NFC project |                                                                                   |
| GlobalPlatform for NFC SIM            | 2 days | > Time: 2 days  
> Description: Easily navigate through complex specifications, to help translate business requirements into NFC SIM architecture design in a couple of days. Also provides deeper understanding on how NFC SIM applets are loaded & configured for later testing  
> Target audience: Pre-requisite for NFC UICC specification & testing |                                                                                   |
| Understanding Payment for Mobile NFC  | 2 days | > Time: 2 days  
> Description: Get a clear understanding of payment transaction basics, banking concepts & vocabulary, and considerations which banks face when moving to mobile NFC solutions.  
> Target audience: People involved in NFC Payment projects working with Banks |                                                                                   |
| Understanding MIFARE for NFC          | 1 day  | > Time: 1 day  
> Description: Have an overview of the different MIFARE solutions and how they can be integrated & used in Mobile NFC solutions  
> Target audience: People involved in NFC projects including MIFARE solutions |                                                                                   |
Deploy NFC

Design and Validation of NFC Services
“Take the most from Gemalto experience”

Defining & Validating your SIM for NFC - Testing your NFC SIM

- **Time:** 2 days (or Consulting mission)
- **Description:** Gemalto can help you to build your UICC NFC specifications, generate the validation plan and finally provide support to follow up your UICC manufacturers until having an NFC card ready for production / TSM simulation tools can be used to fully test your NFC SIM before later tests with TSM infra
- **Target audience:** SIM & Project teams

NFC Device Testing & Validation

- **Time:** 3 days (or Consulting mission)
- **Description:** Gemalto can help you to define your handset specifications and design and implement validation/troubleshooting plan
- **Target audience:** Device & Project teams

NFC Service Testing & Validation

- **Time:** 2 days (or Consulting mission)
- **Description:** Gemalto can help you to understand all constraints around service validation and implementation to define your corresponding validation/troubleshooting strategy
- **Target audience:** TSM & E2E Project teams

Developing NFC Services

- **Time:** 3 days
- **Description:** Be able to develop your own NFC Handset & Secure Element Applications
- **Target audience:** Development team
Launch NFC
“Maximize end-user adoption and satisfaction”

NFC Services Essentials for Point-of-Sale
- Time: 0.5 day + 0.5 day*
- Description: Ensure PoS staff can promote NFC services to optimize end-user adoption
- Target audience: PoS team + *PoS trainer

NFC Services for Customer Care Support
- Time: 1 day + 1 day*
- Description: Ensure Customer Care (CC) staff are ready to provide the right level of support and information to your customers
- Target audience: CC team + *CC trainer

Administrate NFC
“TSM: get in-house skills or outsource”

TSM Solution Usage and Administration
- Time: 2 days
- Description: Understand how to maintain your TSM solution running at its optimal performance.
- Target audience: System Administrators

TSM Solution Web Service Development
- Time: 2 days
- Description: Integrate new Service Providers into your existing infrastructure
- Target audience: Architects & development teams
TOGETHER WE CAN SECURE YOUR NFC FUTURE

For any additional questions do not hesitate to contact your Gemalto sales representative or join us on http://nfc.gemalto.com/. 
GEMALTO, YOUR TRUSTED NFC PARTNER